GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3599
ANSWERED ON:07.12.2016
Mann Ki Baat
Mondal Smt. Pratima

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the platform-wise revenue generated from the programme, "Mann ki Baat" hosted by the Prime Minister of India; and
(b) the revenue collected through advertisements for the programme?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.)
(a) & (b): Prasar Bharati has informed that as far as AIR is concerned, only radio broadcast of Mann Ki Baat is monetised whereas, other platforms like Live Streaming or app based are not. Accordingly, the gross revenue generated via this programme during 2015-16 through advertisements is Rs. 4,78,22,480/-
****